

CMPE272

Enterprise Software Platforms

Project Name:

Golden Heart

Project Team 19

Team and Members:

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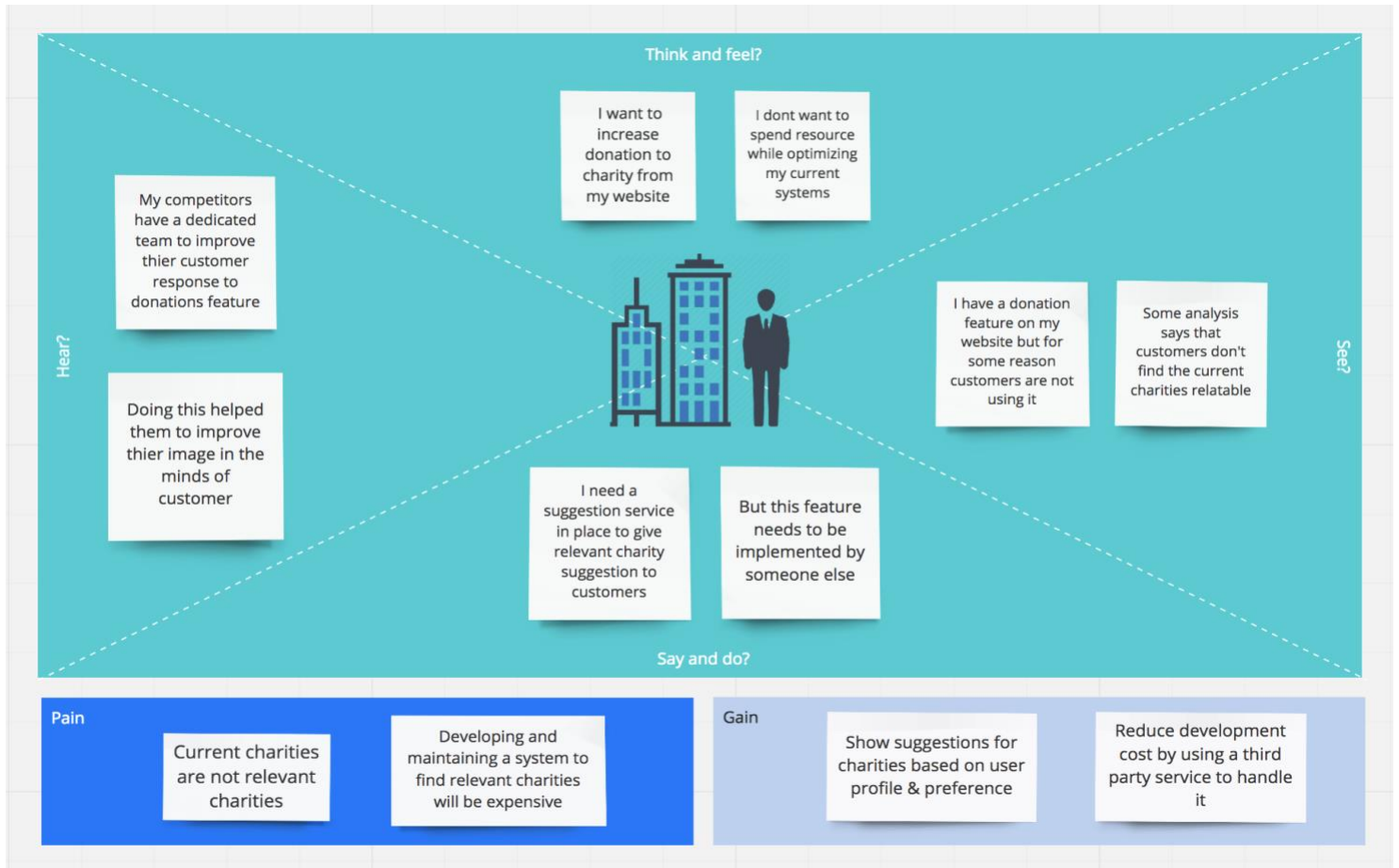
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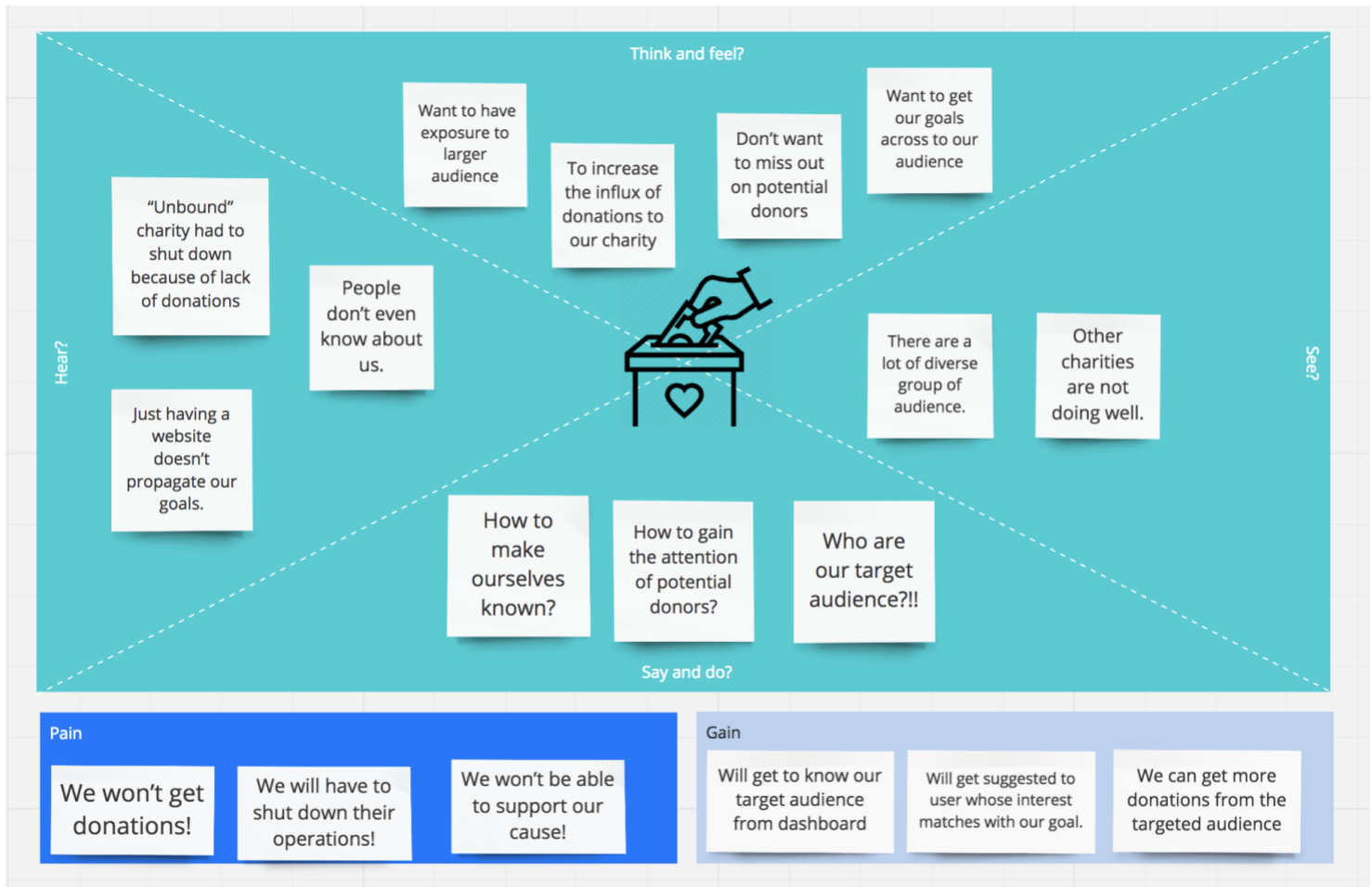
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1. USER EMPATHY MAPS

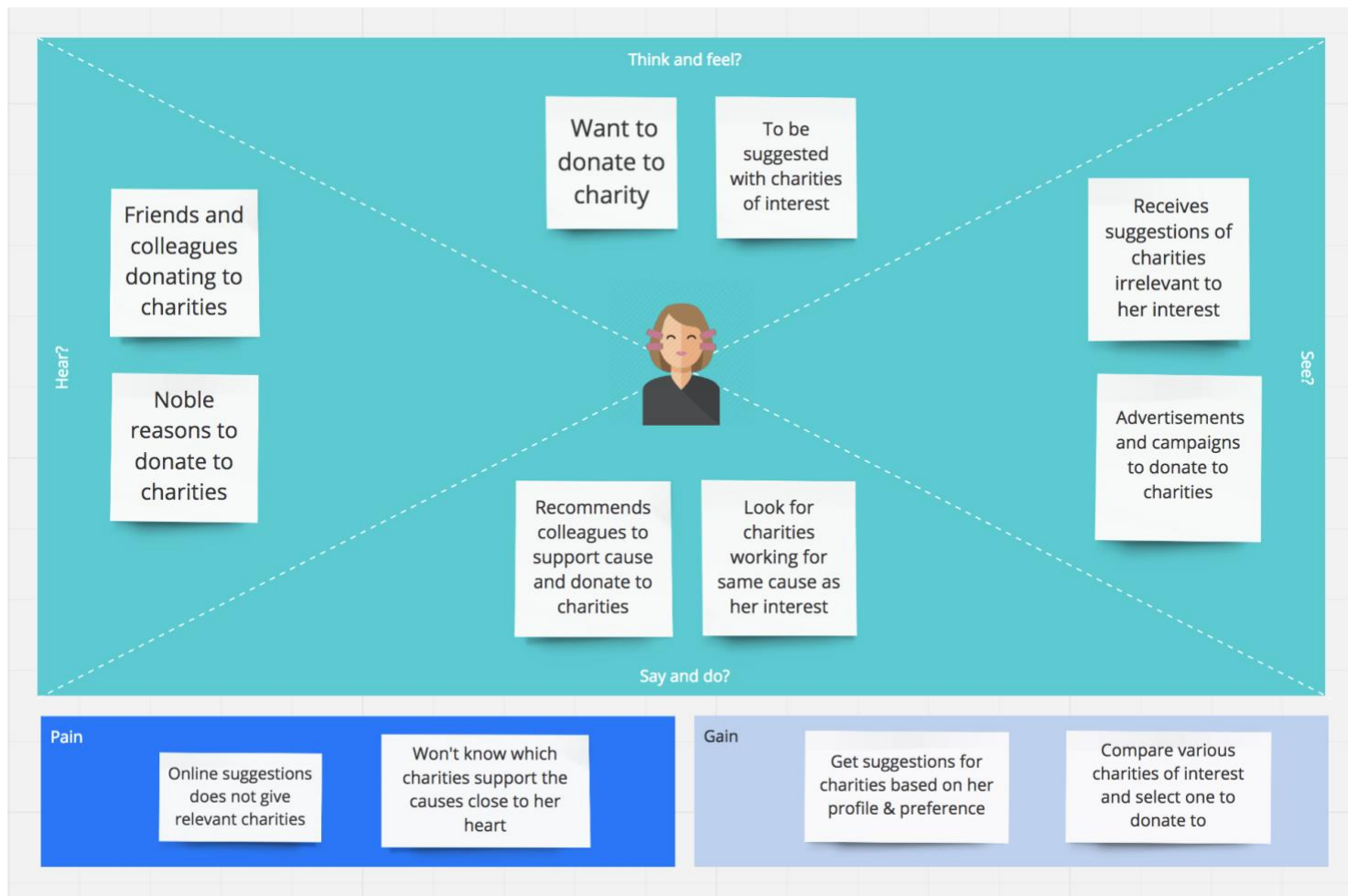
a. Online Business provider Empathy map



b. Charity Organization Empathy map



c. Business Service Consumer Empathy map



2. HILL STATEMENTS

(Who - What - Wow)

a. Business provider

An **online business provider** can suggest relevant charities to its users based on their profile and preferences using machine learning algorithms.

b. Charity Organization

A **charity** can increase its exposure to a wider audience and influx in donations via multiple business providers by registering once on goldenheart.com and using its API.

c. Business Service Consumer

An **online business service consumer** can donate a certain percentage of his/her purchase to suggested charities based on his/her profile and the prospective charities he/she is more likely to donate to.

3. IDENTIFYING THE PERSONAS

a. Amazon.com – The Online Business Provider

Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers. It has recently become the United States of America's second \$1 trillion company and has become synonymous with the word e-commerce. But it has gained bad PR for dealing with authors. For example, Alexandra Horowitz, author of 'Inside of a Dog: What Dogs See, Smell, and Know', is in a contract dispute with Amazon over the terms for selling Horowitz's e-books on the site. In response to the dispute, Amazon started slowing down shipments of books from Horowitz, raising their prices, and generally discouraging customers from purchasing any Horowitz's books. This has the effect of casting Amazon as the big bad business bully, throwing its weight around in a way that hurts the authors they know and love. Now, amidst heavy criticism from book lovers, Amazon has decided to improve itself at public relations, and as a first step, it is pushing to improve reputation with a new commitment to improving donations to charities.

b. Arya – The User

Arya is a twenty-eight-year-old woman who lives alone in an apartment in San Jose. She moved to California from Florida a year back. She is a software engineer and works hard to succeed in her career. Owing to her busy schedule, she is unable to find time for social engagements. After a few months of moving to San Jose, Arya started feeling lonely, someone suggested Arya get a pet. Arya always wanted to own a dog, so she adopted 2 puppies. One is a Labrador and other is a husky. She named them Lady and Nymeria. She takes great care of them and shops various things online for her pets. Arya has grown affection towards both of them. She enjoys spending time playing and petting Lady and Nymeria. She does not feel lonely anymore and lives happily. Arya understands the contribution of Lady and Nymeria in her life, she now recommends her colleague to adopt a pet and wants to help out the NGO's like the one which helped her to adopt Lady and Nymeria. Arya would be more willing to contribute to donate this cause but she receives various irrelevant suggestions online while making payments.

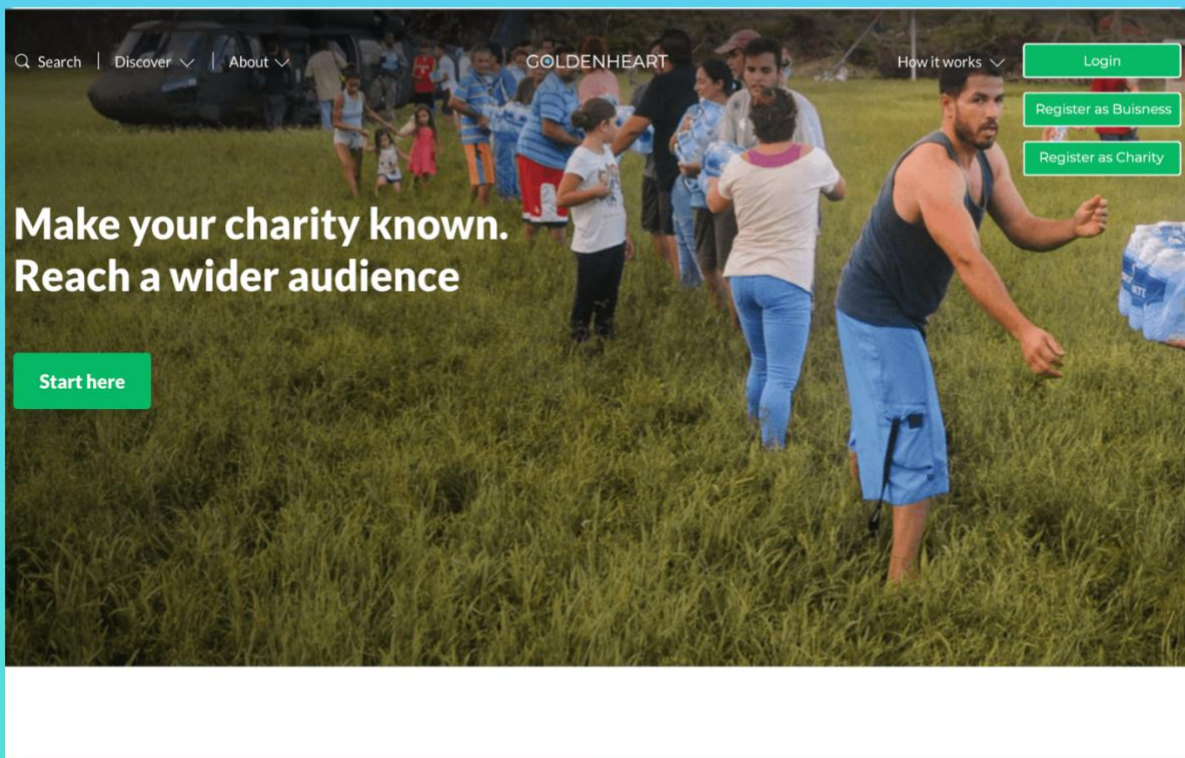
c. Paws For Life- The Charity Organization

Paws For Life (PFL) is a non-profit organization formed in 2010 and based in San Jose. They work towards bringing indigent dogs out of crisis and strengthening their bonds with humans. PFL provides adoption, sheltering, calamity relief, dog fighting & abuse prevention services. PFL is funded entirely by public donations and is in dire need of support to make a lasting impact on the dog's lives. Along with the many other challenges they face daily like low funding and supplies, PFL also faces the issue of low public awareness and inadequate sheltering capacity. These issues have become an impediment in fulfilling their mission, for which PFL is looking for better platforms to increase their public exposure and increase the influx of the donations.

4. Project mockups and workflow

a. Home Page

The home page presents user with the primer and features of GoldenHeart.com. It explains how our business works and lists the Charities who have already registered and are benefitting from us. The page provides link for new charities and businesses to register with us and login into dashboards to view analysis of collected data.



b. Charity Registration workflow

The 'Register as Charity' link on home page allows a charity to register and signup with GoldenHeart.com to use its features. The registration process navigates through the below screens-

i. Charity Location -

The screenshot displays the 'Where are you based?' form within a registration workflow. The form is centered on a light gray background. On the left, a sidebar shows a progress bar with four steps: 'Welcome' (completed), 'Location' (active), 'Details', 'Validation', and 'Confirmation'. The main form area has a title 'Where are you based?' and several input fields: 'Country' (dropdown menu showing 'United States'), 'Street Address', 'Unit number (optional)', 'City', 'State' (dropdown menu showing 'California'), 'Zip Code', and 'Operational Areas'. At the bottom of the form are two buttons: 'Cancel' and 'Save'.

Progress

Welcome

☒ Location

☐ Details

☐ Validation

☐ Confirmation

Where are you based?

Country
United States

Street Address

Unit number (optional)

City




State
California

Zip Code

Operational Areas

Cancel Save

ii. Charity Details –



Progress

Welcome

Location

Details

Validation

Confirmation

Describe your charity

Charity Name

Description

What's your goal?

What's your motivation?

Type of Charity
Environment & Animal

Primary Target
Animals

Upload your logo




Back

Next

GoldenHeart

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iii. Validation Process –



Welcome

☒ Location

☒ Details

☐ Validation

☐ Confirmation

Validate your charity

Are you a 501(C) charity?

Yes

▼

Have you been audited in last 6 months?


Yes

▼



Back

Next

iv. Confirmation –



GOLDENHEART



Welcome


☒ Location

☒ Details

☐ Validation

☐ Confirmation

Success!



Congratulations!!

Your data has been successfully submitted! Please wait while we validate your charity
Once we have validated your charity, we will notify you via mail.

c. Charity Login

After a charity logs in GoldenHeart.com, they are presented with the dashboard view. The charity can see analysis of donations and web hits received. The charity can also change the target audience and donor filter from here.

i. Dashboard



ii. Target Donors

GOLDENHEART Activity UPDATE DETAILS BRAD PITT

Target Audience

Update filter data to target audience on the client websites

Gender

City

State

Age Range

Tags

Pet x Dog x Cat x

Food x Fish x

Another option

Client option

✓ Apply filters

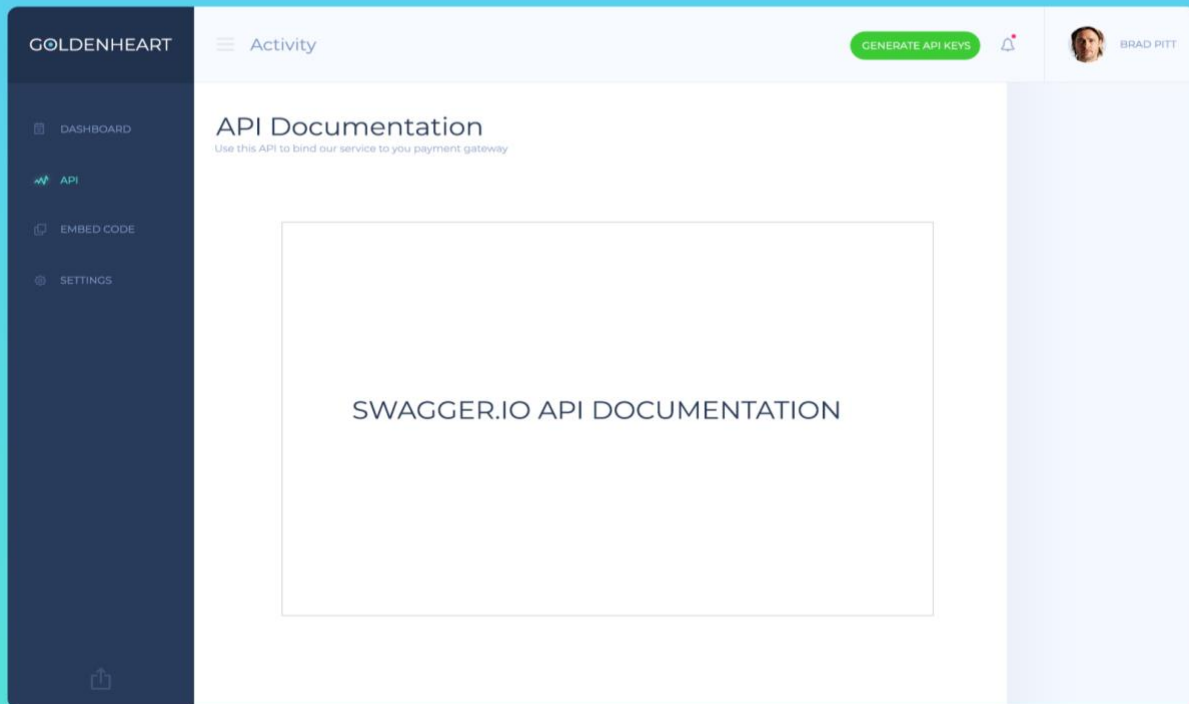
d. Business Login

Businesses, after logging in GoldenHeart.com, are presented with the dashboard where they can view the donations made to different charities through their portal along with other details like web-hits and analysis of business data. Businesses are also presented with API documentation and Embed code in the respective screens.

i. Dashboard



ii. API



iii. Embed Code

